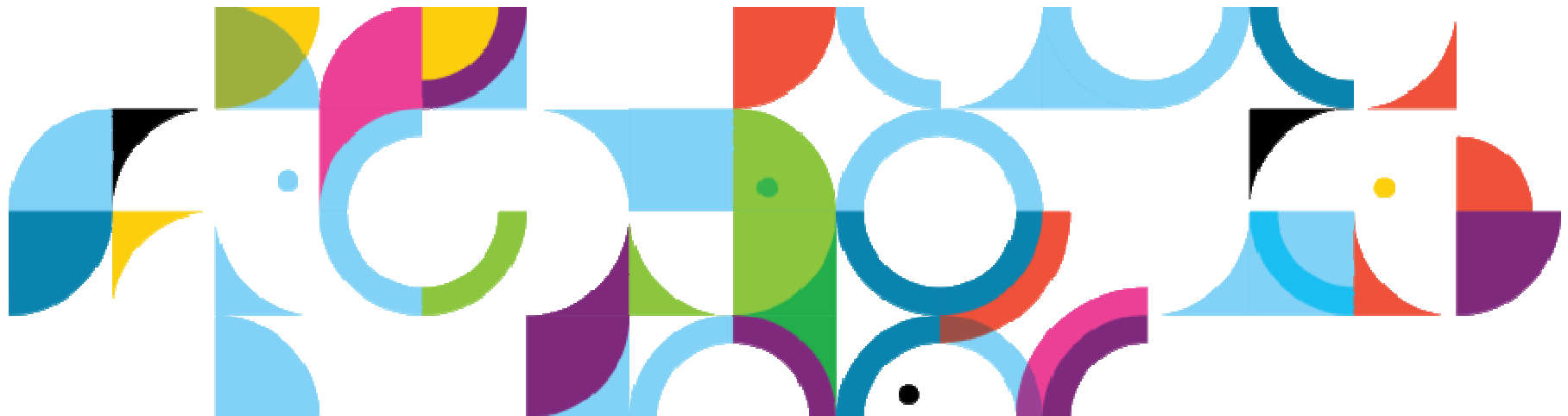


'Smarter Government Workforces'

Government and Industry Collaborating

IBM Social Business and Collaborations Conference, Edinburgh
Tues 5th March 2013



Andrew Jackson

Andrew.Jackson@uk.ibm.com

THE BUSINESS PROBLEM WE SOLVE

We provide organisations with solutions that optimise their most important asset - their people



Three shifts in context



Reduction in Government expenditure and need to increase productivity

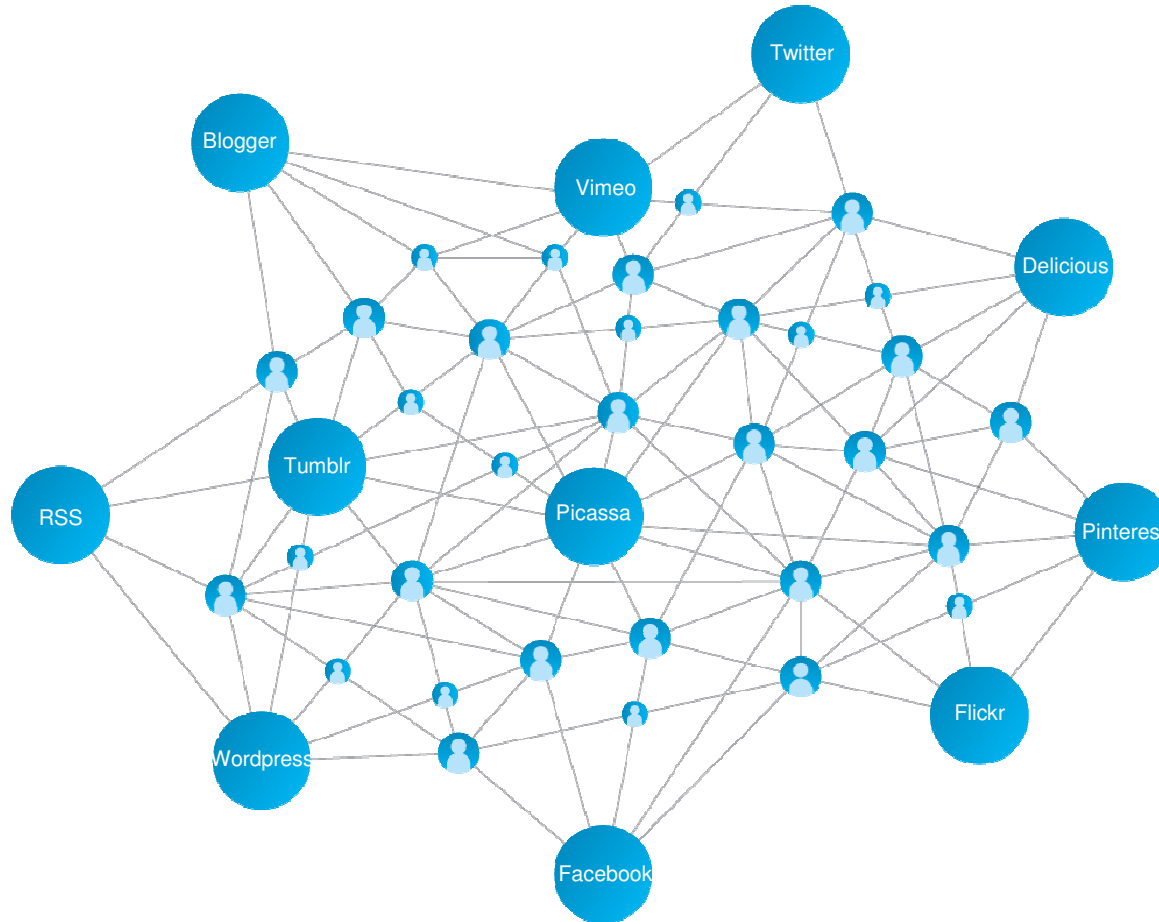


A new generation of Civil Servants are joining the workforce and they are Digital by Default



Taxpayers want to transact with Government online and increasingly, mobile

The social media revolution is changing the way people interact and facilitates new relationships between Government and Taxpayer



Leading organizations are achieving competitive differentiation when social technology is applied to transform business processes – which government organizations can apply to delivery of public services.

Customer Service

72% of CEOs cite the need to improve their understanding of customers. ¹

Can achieve 5% reduction in customer defection rate increasing profits by up to 68% ²

Sales

Top 10% of sellers often generate 30-50% of a company's revenue. ³

Can increase sales manager revenue by 40% and improve efficiency by up to 50% ⁴



Product Development

In software, the top programmers write 10 times the code of average performers. ⁵

Can develop and bring new products to market in 1/3 time ⁶

HR

Employees who are most committed to their organization give 57% more effort and are 87% less likely to resign than disengaged employees ⁷

Source 1: 2012 IBM CEO Study Source 2: Bain & Co Source 3: VCC case study, Source 4: VCC Case Study

Source 5: Bersin Report - The Science of Fit Bain & Co, Source 6: Cemex case study, Source 7 Role of engagement in return to growth,

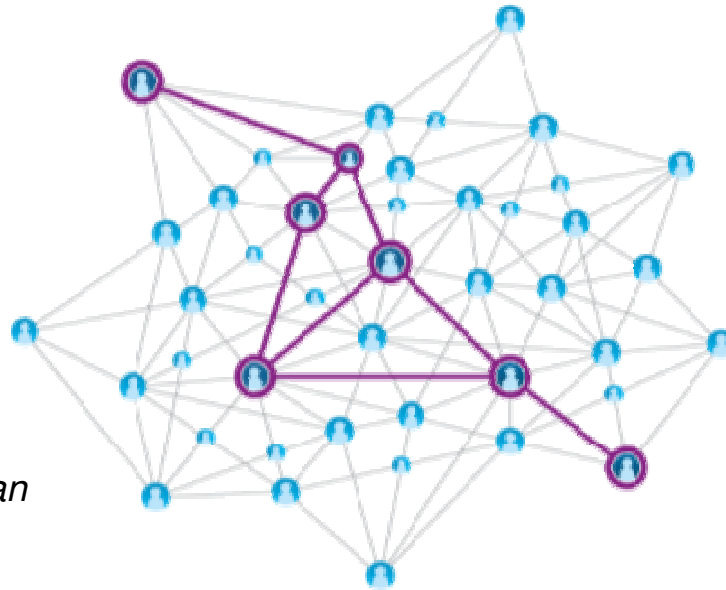
⁵ Bloomberg Businessweek Aug 2010

When social technology is used to empower employees, additional sources of value emerge

Top performers are **5.4x** more likely to use an analytic approach over intuition and gut instinct when making decisions.¹

Highly engaged employees are **87%**

less likely to leave their organizations than highly disengaged employees¹



Using social technologies across the value chain, especially in consumer packaged goods, can increase margins by up to **60%**²

Source 1: The New Path to Value, a joint MIT Sloan Management Review and IBM Institute of Business Value study. © 2010 Massachusetts Institute of Technology. Source 2: Source: 2012 McKinsey Global Institute: The social economy: Unlocking value and productivity through social technologies; Source 3: Role of engagement in return to growth. IBM Institute of Business Value. © 2013 IBM Corporation

THE BUSINESS PROBLEM WE SOLVE

We provide organisations with solutions that optimise their most important asset - their people

HELP



SOLUTIONS

OUR PROBLEM	QUALITY, EFFICIENCY	PERFORMANCE, PRODUCTIVITY	DATA, EVIDENCE
RECRUITMENT OPTIMISATION	Attraction Filtering and Assessment Recruitment Technology (e.g. Social Sourcing, ATS, Onboarding)	Onboarding Learning	Recruitment success Retention Assessment validation Prediction
TALENT (EMPLOYEE) OPTIMISATION	Learning & Development Empowerment Collaborative Teaming	Engagement Leadership Communications Performance Management Learning	Drivers of engagement Productivity Turnover Customer satisfaction
DATA, ANALYTICS, AND CONTINUOUS IMPROVEMENT	Commitment & Effort Skills Values VFM	Satisfaction Output	= COLLABORATIVE SOLUTIONS TO GOVT PROBLEMS



Case Studies

- Government – US Navy
- Commercial – Cabella's

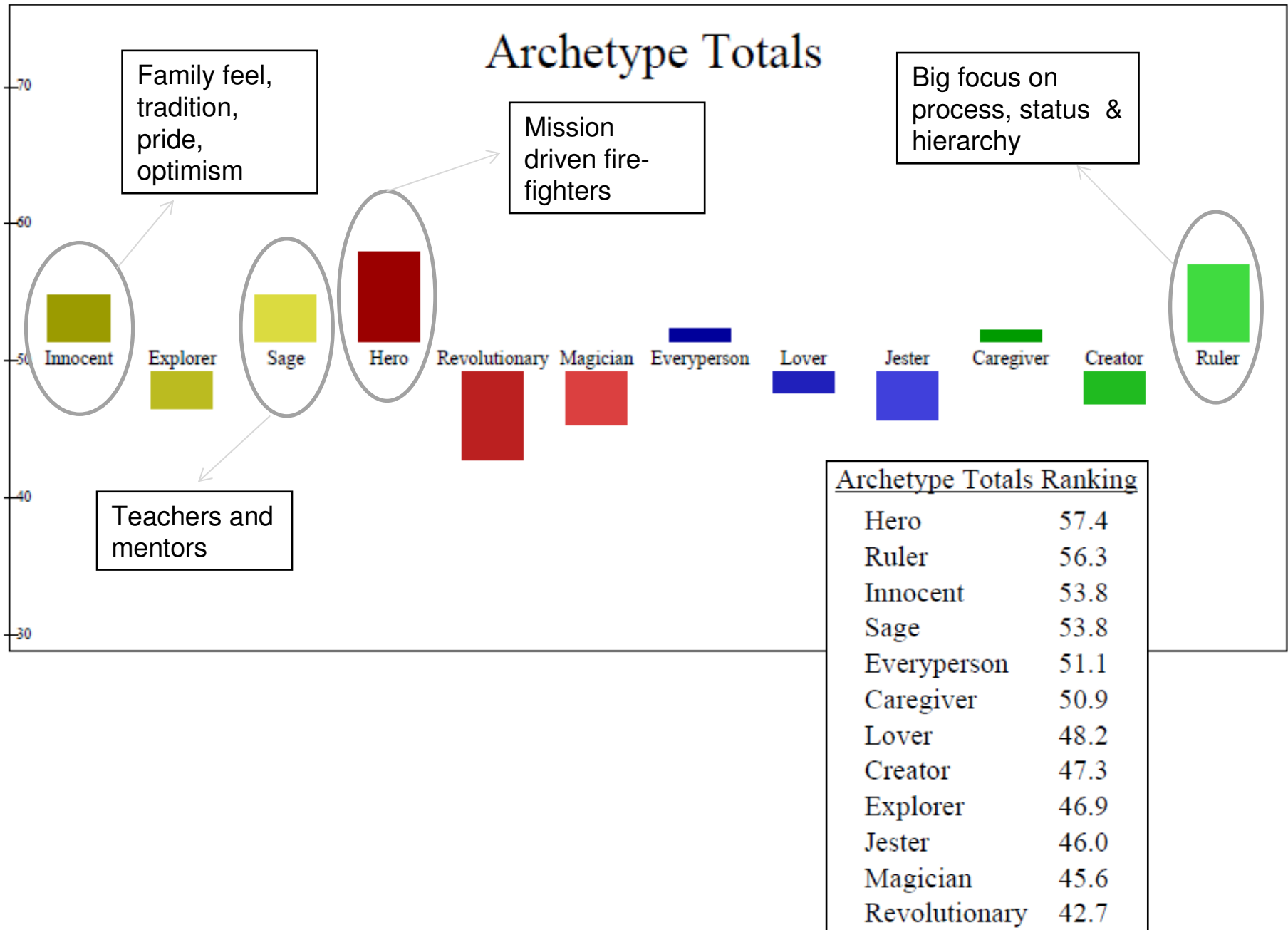
Discussion

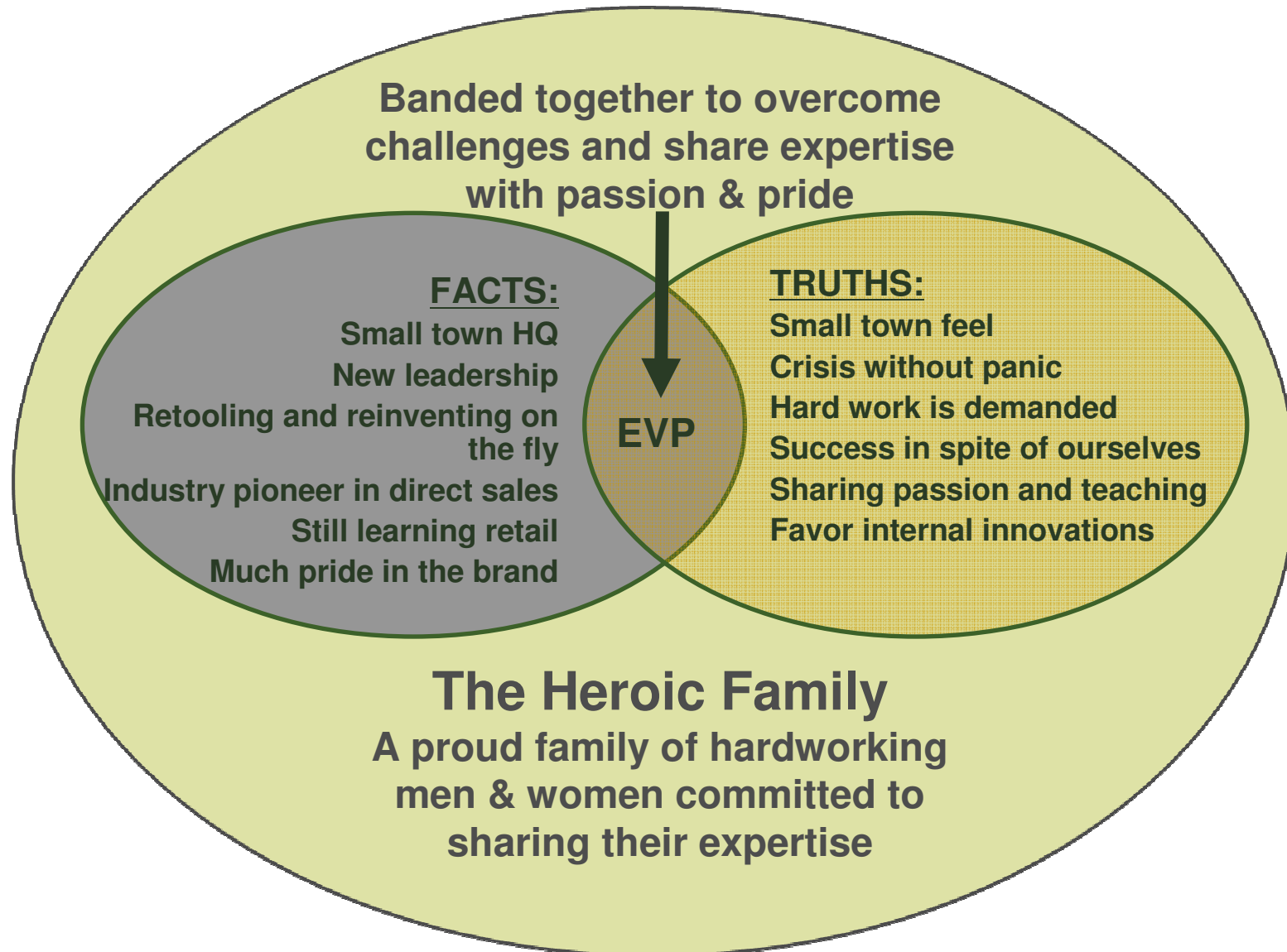
Andrew Jackson

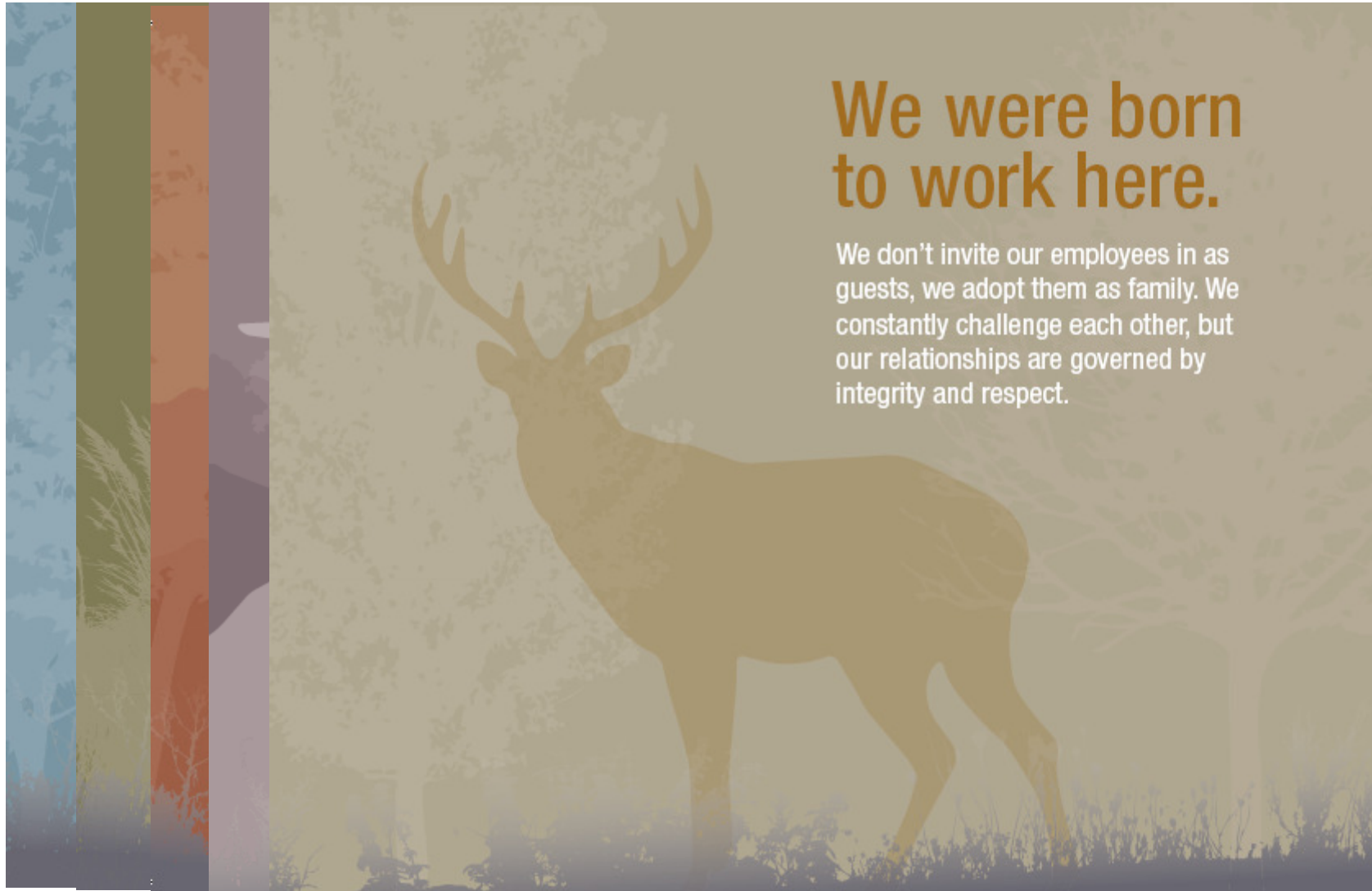
Kenexa Government Solutions

Andrew.Jackson@uk.ibm.com









The Nature of Cabela's Field Guide Facilitator's Handbook

Cabela's
Wilderness Outfitters
The Nature of Cabela's

The Nature of Cabela's is a brand identity that is built to work like a compass, pointing in the right direction and providing a sense of direction and purpose to our customers and employees.

We are proud of the brand we've built.

We all have our own stories, but the stories that we tell are the ones that we are most proud of.

Our passion is for the outdoors and the people who play there.

There's something about the outdoors that makes us feel like we're part of something bigger than ourselves.

Our standards are very high.

We believe in quality and we believe in doing it right the first time.

We work very hard.

We believe in hard work and we believe in doing it right the first time.

We were born to work here.

We believe in hard work and we believe in doing it right the first time.

The Nature of Cabela's

The Nature of Cabela's

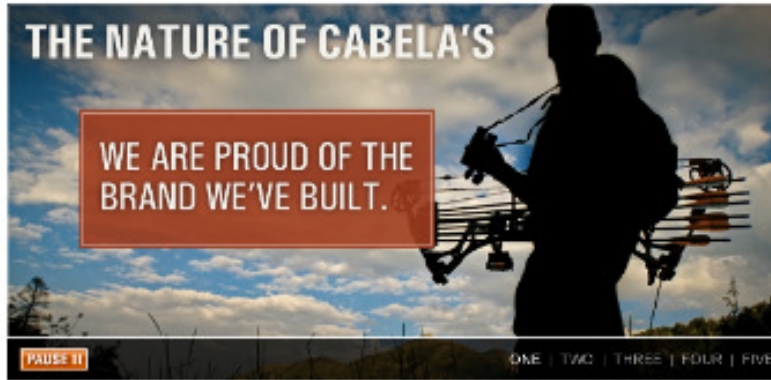
Cabela's



You are Here: Careers

CAREERS

- Our Culture
- Testimonials
- Work Areas
- Benefits
- Apply Now



Welcome to Cabela's Career Page

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sit amet sapien sapien, quis auctor sem. Duis blandi sem nec neque rhoncus ullamcorper. Proin vel lectus nec nulla sollicitudin convallis. Pellentesque auctor viverra eros, et blandi ipsum accumsan eu. Sed sem augue, tristique vitae egestas condimentum, accumsan nec velit. Aliquam ac orci orci. Maecenas ornare venenatis ullamcorper. Quisque titor sem pharetra nec aliquet eu, feugiat vel lacus. Suspendisse sit amet nisl mauris, sed dapibus orci. Aenean

WERE YOU
BORN TO
WORK HERE?

TAKE THE QUIZ



TESTIMONIALS
WHAT IT'S LIKE
TO WORK HERE

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit.



WORK AREAS
SEE OUR DIVISIONS

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit.

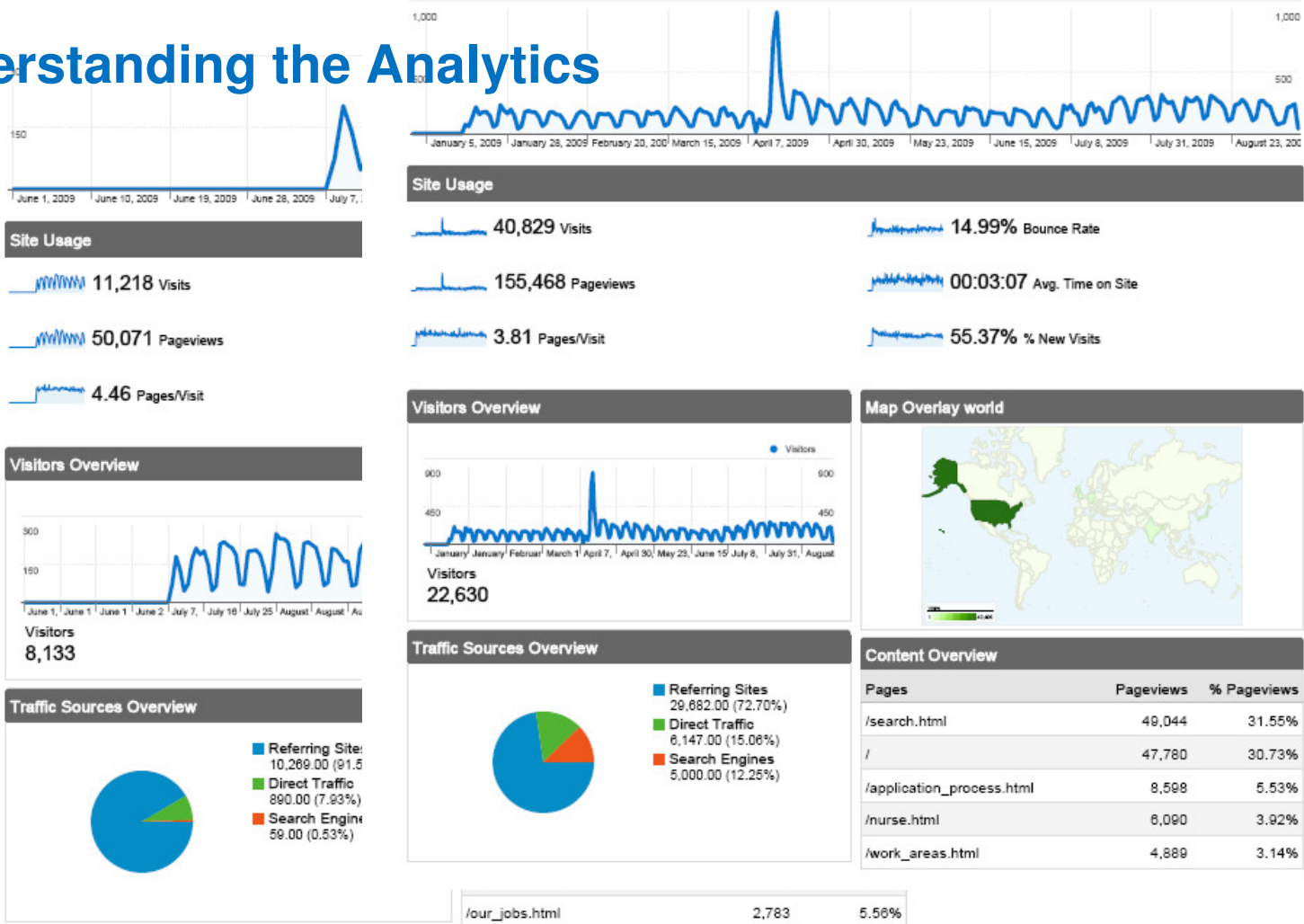


APPLY NOW
VIEW OPEN POSITIONS

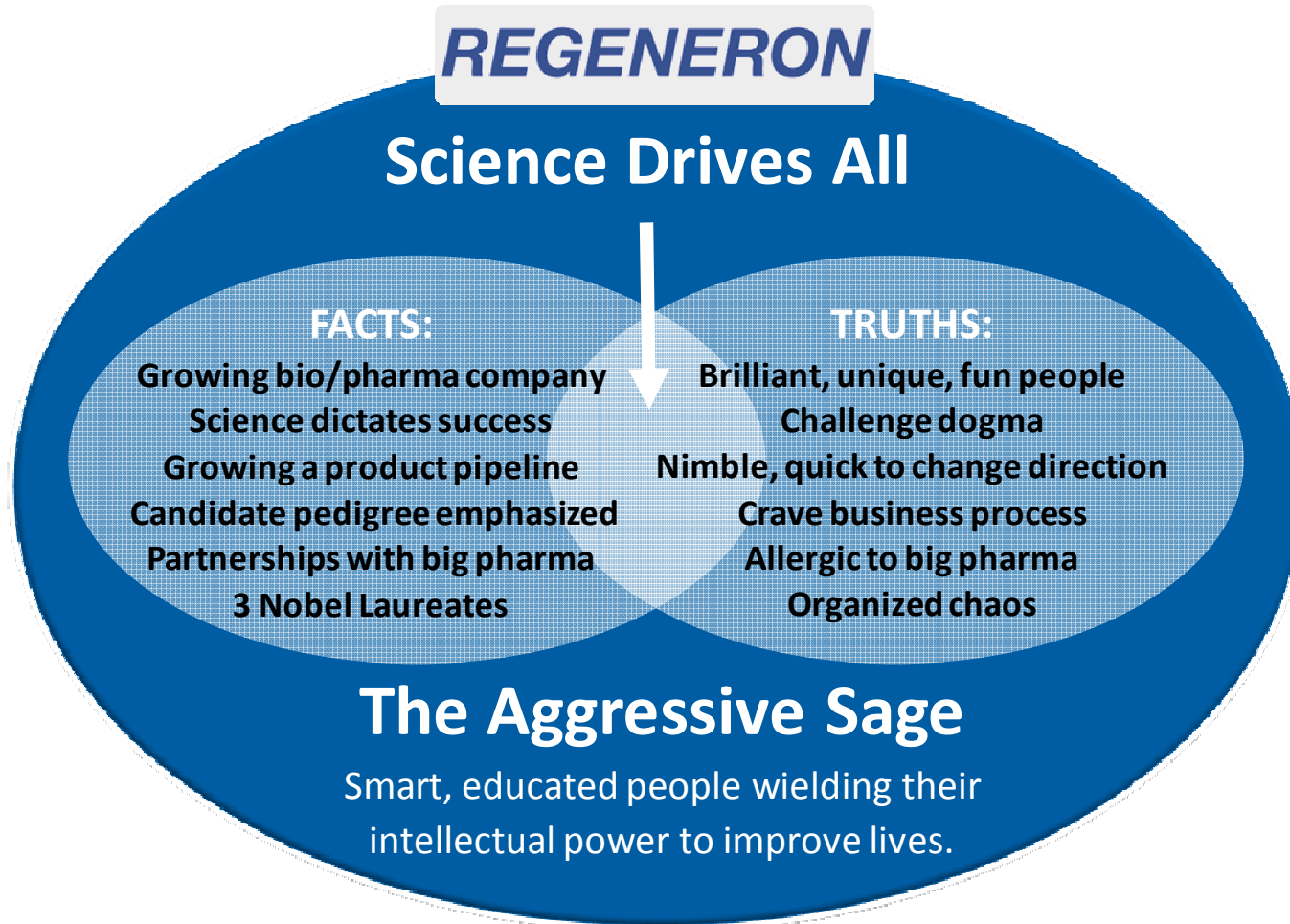
Lorem ipsum dolor sit
amet, consectetur
adipiscing elit.

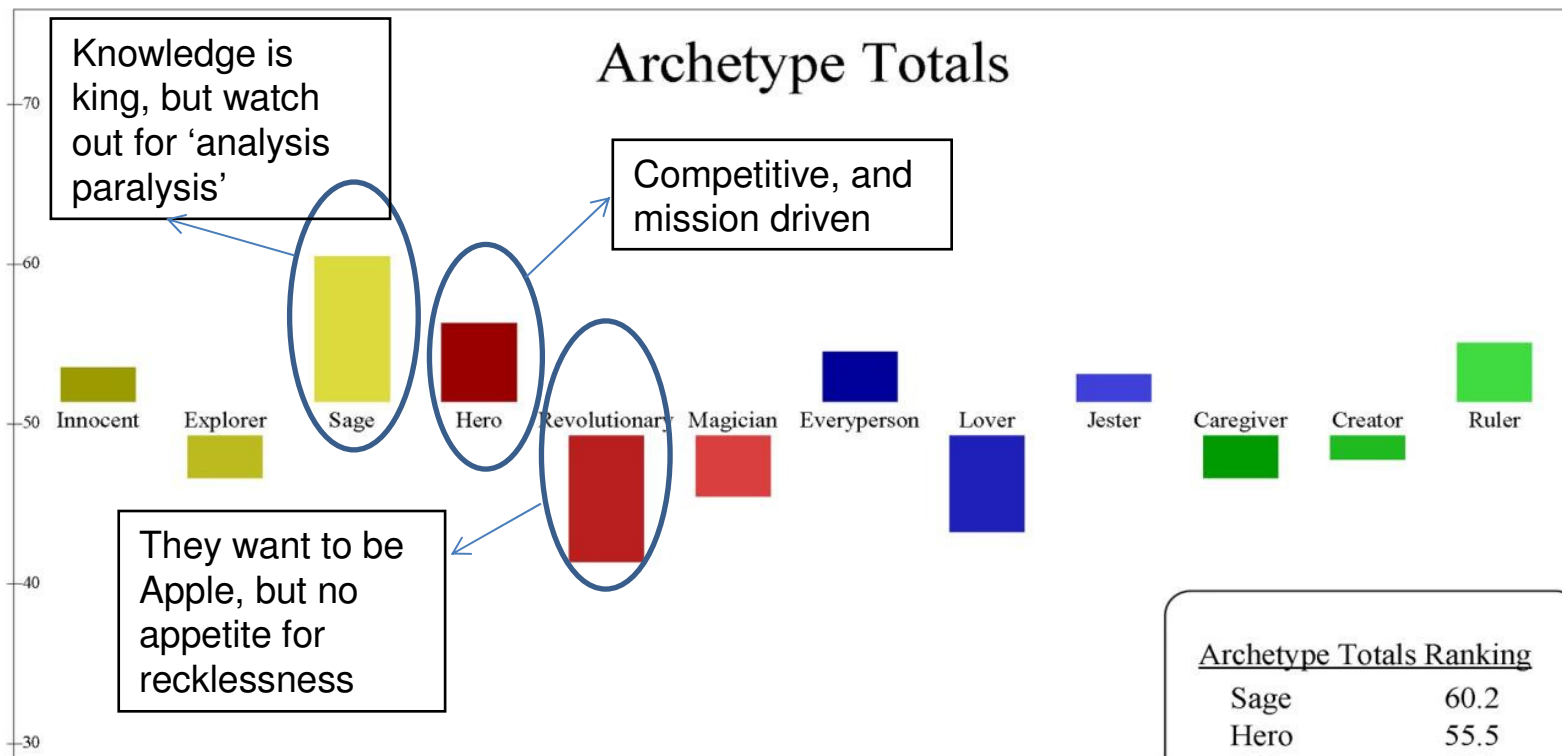


Understanding the Analytics









Archetype Totals Ranking

Sage	60.2
Hero	55.5
Ruler	54.1
Everyperson	53.5
Innocent	52.4
Jester	51.9
Creator	48.3
Explorer	47.0
Caregiver	47.0
Magician	45.7
Lover	43.2
Revolutionary	41.1

The Aggressive Sage



1 THE REGENERON FIVE
*Science drives our business
and passion drives our science.*

THE REGENERON FIVE **2**
*We are a
select team.*


3 THE REGENERON FIVE
*You will be challenged.
Every day.*

THE REGENERON FIVE **4**
*"That's the way
we've always done it,"
is the wrong answer.*

5 THE REGENERON FIVE
*We won't let bureaucracy
block good ideas.*

REGENERON

REGENERON
science to medicine™

+ A - Text Size | Contact Us | Search 

Home Company Products Pipeline Science Investors Careers

Regeneron has discovered every one of its drug candidates in clinical development.
That's Uncommon.

Rise to the challenge. Apply now.



 Research & Development

 Clinical/Regulatory

 IOPS/Manufacturing

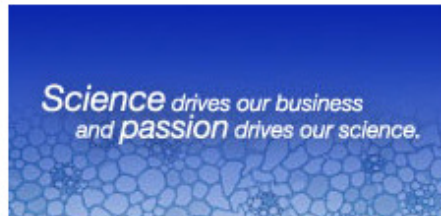
 Commercial

 Support Services/Corporate

Our Locations



The Regeneron 5



Regeneron Voices



Tony
Associate Director, Toxicology
[▶ Learn More](#)



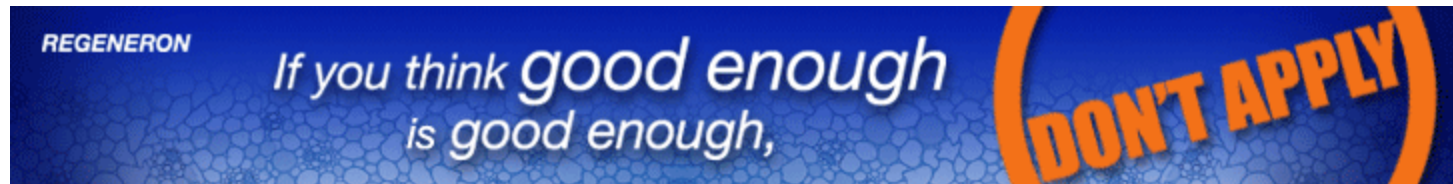
Ross
VP, Human Resources
[▶ Learn More](#)



Milkis

Search for Jobs 

RECRUITING SCIENTISTS: “DON’T APPLY” CAMPAIGN









NAVY MEDICAL CENTER

BECOME A CIVILIAN DOCTOR.
STAND BESIDE THOSE WHO SERVE

NAVY

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MEDICINE WITH A MISSION

**BECOME A CIVILIAN NURSE.
STAND BESIDE THOSE WHO SERVE**

WWW.NAVYMEDICALJOBS

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MEDICINE WITH A MISSION





NAVAL MEDICAL CENTER, PORTSMOUTH
MEDICINE WITH A MISSION

NAVY
MEDICINE WITH A MISSION

CIVILIAN EMPLOYMENT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed pellentesque mi a mauris. Etiam id risus. Praesent eget eros. Nunc erat nulla, hendrerit ut, bibendum sit amet, ultrices feugiat, lorem. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

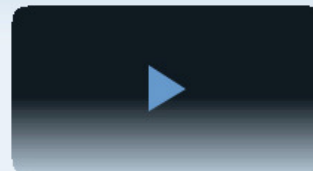
Aenean odio. Maecenas tristique fermentum diam. Etiam rhoncus, metus ac feugiat imperdiet.

THE FIRST AND THE FINEST

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed pellentesque mi a mauris. Etiam id risus. Praesent eget eros. Nunc erat nulla, hendrerit ut, bibendum sit amet, ultrices feugiat, lorem. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Aenean odio. Maecenas tristique fermentum diam. Etiam rhoncus, metus ac feugiat imperdiet.

CULTURE VIDEO



Aenean odio. Maecenas tristique fermentum diam. Etiam rhoncus, metus ac feugiat imperdiet.



NAVAL MEDICAL CENTER, PORTSMOUTH

MEDICINE WITH A MISSION



- DENTIST
- MEDICAL TECHNICIAN
- MEDICAL TECHNOLOGIST
- NURSE
- NURSE PRACTITIONER
- PHARMACIST
- PHYSICIAN
- PHYSICIANS ASSISTANT
- RADIOLOGY TECHNICIANS

NURSE PRACTITIONER

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum nibh neque, congue vel, sollicitudin sed, tincidunt tincidunt, felis.

Sed purus ligula, viverra vitae, pretium ac, consectetur non, diam. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Duis vulputate pretium dolor. Mauris sapien erat, feugiat eu, tristique a, mollis at, ipsum.

Proin sem nulla, egestas ac, volutpat sed, mollis nec, massa. Aenean ligula ante, vehicula non, interdum blandit, ullamcorper eu, enim. Nulla facilisi. Aliquam erat volutpat. Mauris consectetur, dui non eleifend rhoncus, libero tellus pellentesque neque, id tempor lacus odio et libero.

Sed purus ligula, viverra vitae, pretium ac, consectetur non, diam. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per [inceptos himenaeos](#). Duis vulputate pretium dolor.

TESTIMONIALS



CAREER PATHS





**HEALTHCARE
MINUS THE RED TAPE.**

STAND BESIDE THOSE WHO SERVE

NAVAL MEDICAL CENTER, PORTSMOUTH
LEARN MORE AT WWW.NAVYMEDICAL.JOBS

1.877.med.navy



**WORK WHERE
HISTORY
SURROUNDS YOU.**

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MEDICINE WITH A MISSION.**

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—

Social Recruiting

Fire, ~~Aim~~, Ready

Know Your Goal

Potential Goals

- Hire for a specific job
- Creating awareness about our company
- Attract college students
- Create a talent pipeline
- Hire for a job family
- Showcase employees

Social Strategy

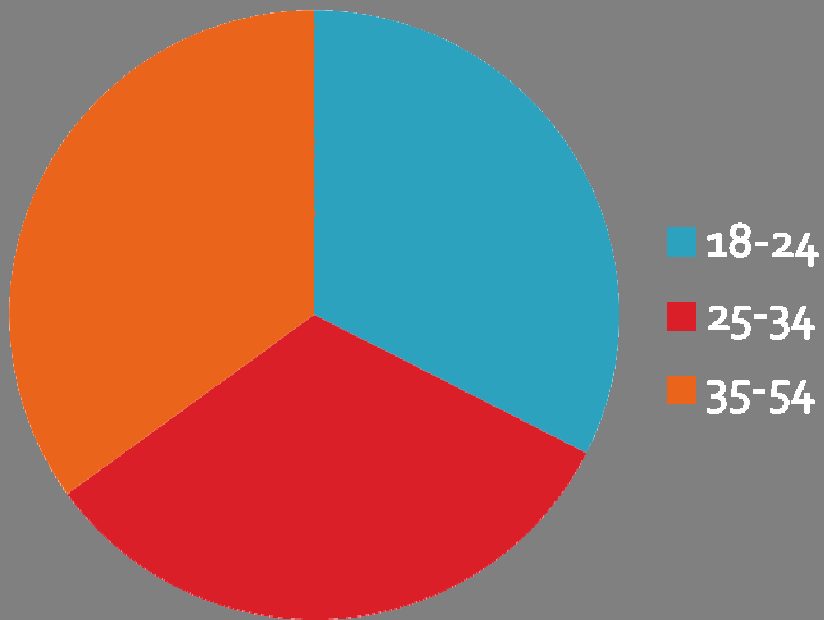
- Social Policy
- Social Media Fit
- Editorial Calendar
- Marketing
- Training
- Support Logistics
- Reporting

Know Your Audience

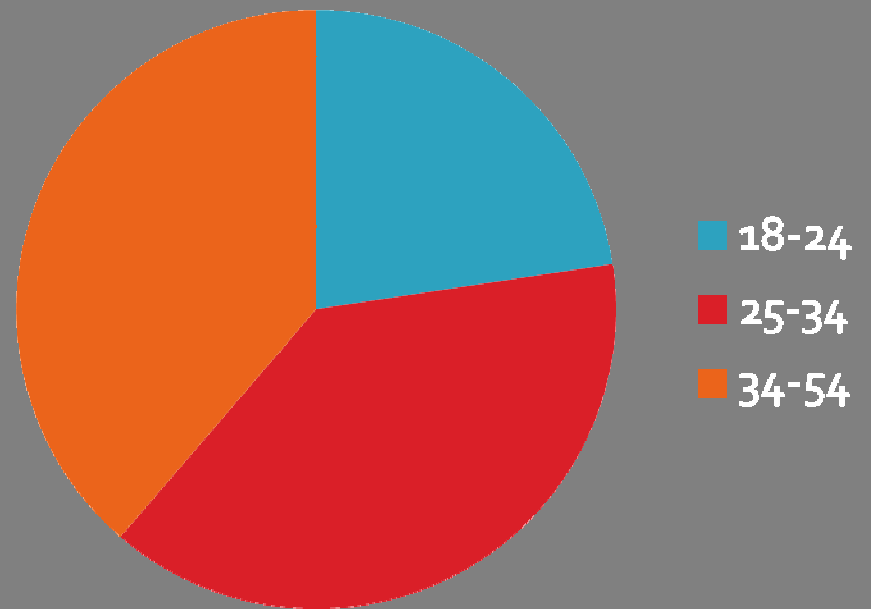
	Communication Preferences	Communication Obstacles
Baby Boomers 1946-1964	<ul style="list-style-type: none"> • Telephone/cell phone (talking) • Face to face • Fax • E-mail • Group/team meetings 	<ul style="list-style-type: none"> • Social networking sites • Blogging • Texting • Instant messaging
Gen X 1965-1978	<ul style="list-style-type: none"> • E-mail • Cell phone • Text • Blogging • Instant message • Online forums 	<ul style="list-style-type: none"> • Face to face communication • Formal letter writing • Team discussions • Difficulty with communicating up or down a generation
Gen Y 1979-1997	<ul style="list-style-type: none"> • Text • Social networks • E-mail • Instant message 	<ul style="list-style-type: none"> • Face to face conversations • Telephone conversations • Professional or even casual letter writing

Know the Medium

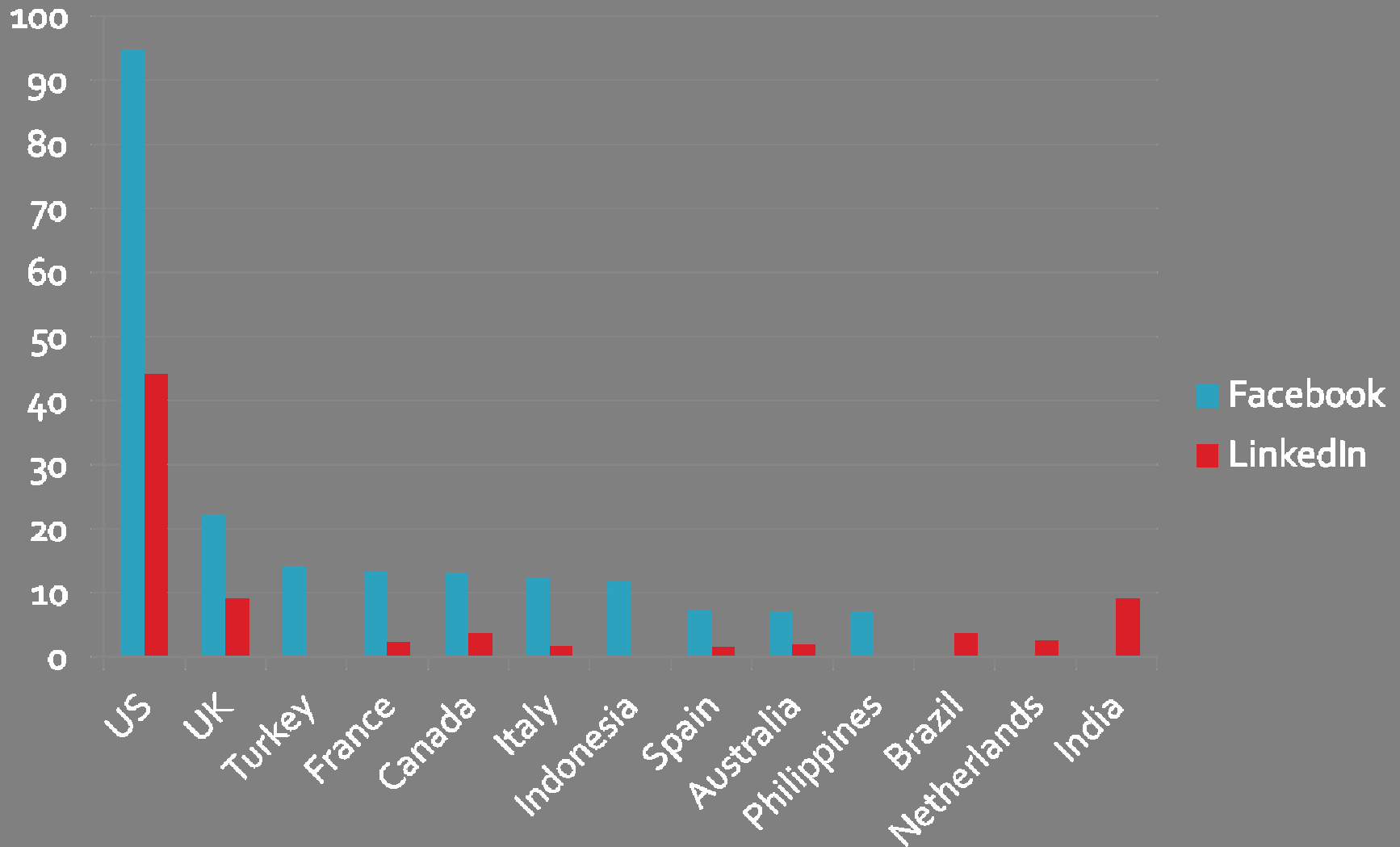
Facebook



LinkedIn



Know the Medium



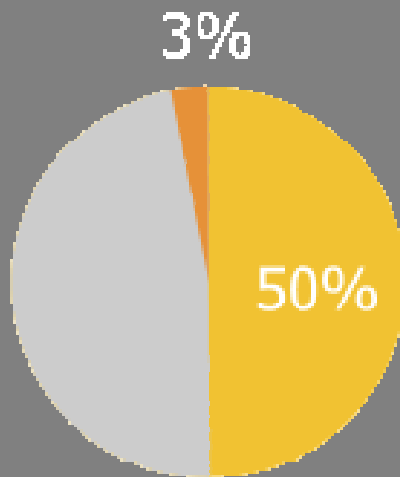
Source: Facebook/LinkedIn.com

Facebook vs. LinkedIn

750 million users on Facebook



100 million users on LinkedIn

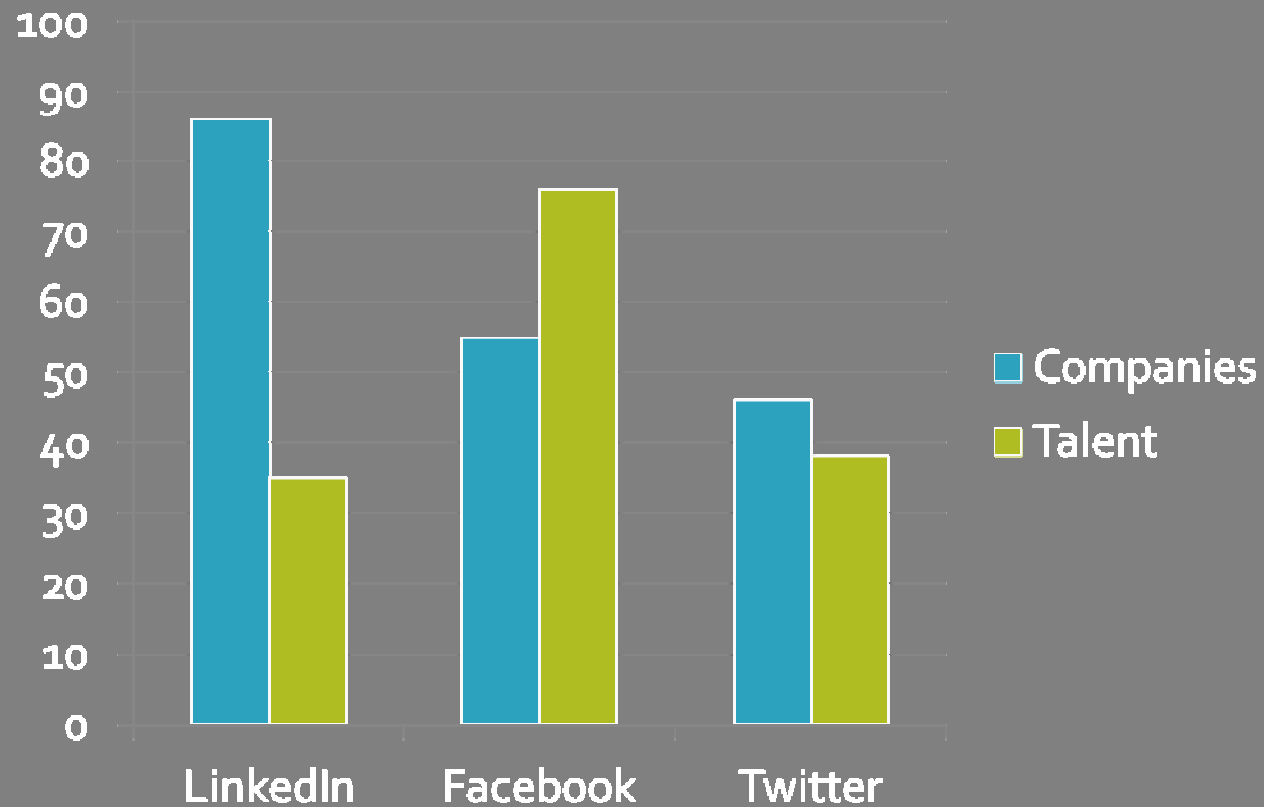


Percentage of active users

:25 minutes

:09 minutes

Company vs. Talent



Facebook Presence Recommendations

- Create a Page or add a Careers Tab to an existing page

Key Feature	Facebook Page	Facebook Group
Hosting a discussion	✓	✓
Discussion wall and forum	✓	✓
Add applications	✓	X
Messaging to all members	✓	✓
Visitor statistics	✓	X
Public video/photo exchange	✓	✓
“Related” event creation and invitation	✓	X
Promotion with social ads	✓	X



Ernst & Young Careers

Consulting/Business Services

Create a Page



Wall Ernst & Young Careers · Most Recent

Share: Post Photo Link Video

Write something...



Stephen Sullivan

Hi, I'm going to be a Junior at Siena College and I want to know what is that you look for most on internship applications? Is there anything on-campus wise that you guys look for?

41 minutes ago · Like · Comment



Manasvi Sateesh

Hi, i just cleared group 1 in ipcc. I wish to do articleship in EY in Bagalore. How can proceed with that?

54 minutes ago · Like · Comment



Shuyan Han

Hi. I am a international student at Murray State University. I am a junior this year, and I am an accounting major. I speak fluent Chinese as well as English. I am expected to graduate the summer of 2013. I am seeking an internship for this winter, or the summer of 2012. How can I receive further information on an internship?

15 hours ago · Like · Comment



Aslesha Rana

I am recent Law graduate from Cornell University. I am seeking to intern with EY. I wanted to know if EY do internship program in fall session or does it only do in summer. It is possible to apply directly or do I have to apply through university?

You and Ernst & Young Careers

Ryan Leary and Sarah Highby-Kaiser like this.

Friends' Events [See All](#)

La Playa Tour featuring Minnesota...

Friday, August 19, 9:00pm-12:00am



RSVP: Yes · No · Maybe

DJ BLAC and James Ehrman @ BAR 415

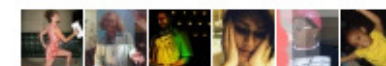
August 20 at 9:30pm until August 21 at 2:00am



RSVP: Yes · No · Maybe

LOUD presents: DESIGNER DRUGS at H...

August 12 at 8:00pm until August 13 at 2:00am



RSVP: Yes · No · Maybe

Wall

Info

Updates

Students

Experienced

Photos

Video

About

Check out each tab to learn more about our firm!

68,264

people like this

Likes






Starbucks

 Like

Food/Beverages



Wall

Starbucks · Top Posts 

RECENT ACTIVITY

-  "Hi Joyce! Be on the lookout for a..." on Joyce Rose's post on Starbucks Frappuccino's wall.
-  "Hi Devin! Be on the lookout for a..." on Devin L Hoskin's post on Starbucks Frappuccino's wall.



Don Wubstep Rideout
time for some Starbucks !!!
27 minutes ago · View Post



Setare Sarachi
Mona Lisa Jealousy ! I ♥ Starbucks



 47 minutes ago



Amy Mayhew McGovern
I need a Grande iced skinny caramel latte
38 minutes ago

 2 people like this

Create a Page

You and Starbucks



 41 friends like this.

Friends' Events

See All

 **La Playa Tour featuring Minnesota...**

Friday, August 19, 9:00pm-12:00am



RSVP: Yes · No · Maybe

 **DJ BLAC and James Ehrman @ BAR 415**

August 20 at 9:30pm until August 21 at 2:00am



RSVP: Yes · No · Maybe








 **LOUD presents: DESIGNER DRUGS at H...**

August 12 at 8:00pm until August 13 at 2:00am



RSVP: Yes · No · Maybe

Wall

-  Locations
-  Info
-  Starbucks Card
-  International
-  Photos
-  Events
-  Starbucks Jobs

More 

About

Follow Starbucks on Twitter:
<http://twitter.com/Starbucks> Buy Starbucks Co...

More

24,233,283

people like this

2,380,694

check-ins

Likes

See All

Facebook Presence Recommendations

- Create a Page or add a Careers Tab to an existing page
- Engage with users on Career Site



careers

Retail Group

Professional Group

Apply Now

▶ Our Culture

Job Roles

Employee Insights

Benefits

MGMT Program

[Search or Apply Now](#)

[View Our Benefits](#)

[Management Trainee Program](#)

[Contact Us](#)

[Home](#)

The Way to CROSSMARK

At CROSSMARK we are a dedicated team of professionals. Each of us serves different roles that contribute to our overall success. From our in-store retail teams to our divisional offices to the people at corporate—together we are CROSSMARK. It is our combined cultural strengths that make us the leader in our industry. There are many ways to CROSSMARK—find your path.



✓ Like Abby Euler-Mehlin and 1,823 others like this.



Facebook Presence Recommendations

- Create a Page or add a Careers Tab to an existing page
- Engage with users on Career Site
- Build talent pipeline with Facebook search

Searching Facebook

The image displays three overlapping screenshots of the Facebook search interface, illustrating the process of searching for content. The leftmost screenshot shows the search filter menu on the left side of the page, with 'Pages' selected. The middle screenshot shows the search results for 'Pages', with 'Pages' selected in the filter menu. The rightmost screenshot shows the search results for 'Groups', with the search term 'Information Technology' entered in the search bar. The results list several groups related to 'Information Technology', including 'INFORMATION TECHNOLOGY' (502 members), 'Information Technology' (351 members), 'Information Technology' (579 members), 'Information Technology' (229 members), 'Information Technology' (4 members), 'Information technology..' (12 members), 'Information Technology' (40 members), 'Information Technology' (42 members), and 'Information Technology' (Internet & Technology).

Facebook Presence Recommendations

- Create a Page or add a Careers Tab to an existing page
- Engage with users on Career Site
- Build talent pipeline with Facebook search
- Increase awareness with Facebook Ads

Facebook PPC Ads

2. Targeting

Location

Country: [?]

Everywhere
 By State/Province [?]
 [?]

Ad Targeting FAQ

Estimated Reach [?]
137,201,240 people
 ■ who live in the **United States**
 ■ age **18** and older

3. Campaigns

Campaign: 3/31/11_LikeChocolate_18-40_FF Create an Ad

Campaign Name	Status	Budget	Duration (Pacific Time)
3/31/11_LikeChocolate_18-40_FF	Active	\$75.00 Daily	03/31/2011 2:44pm - Ongoing

Audience

Response

Targeted	Reach	Social Reach	Clicks	Connections
154,386	2.4	26,817	941	986

44 results

Campaign Reach	Frequency	Social Reach	Connections	Clicks	CTR	Spent
154,386	2.4	26,817	941	986	0.271%	\$249.51

Set a Different bid (Advanced Mode)

[Place Order](#)

[Review Ad](#)

[Questions about creating your ads?](#)

Workplaces: [?]

Facebook Ads

**Hiring Auto Engineers
Now**
chryslercareers.com



The things we make, make us. And engineering helps make Chrysler. We're hiring engineers now to rethink everything. Click to apply.

**Chrysler Needs
Engineers**
chryslercareers.com



The things we make, make us. And engineering helps make Chrysler. We're hiring engineers NOW to rethink everything. Click to apply.

Headline: 25 characters

Body Copy: 135 characters

Clean, clear & concise

Facebook Presence Recommendations

- Create a Page or add a Careers Tab to an existing page
- Engage with users on Career Site
- Build talent pipeline with Facebook search
- Increase awareness with Facebook Ads
- Vigilant management of Facebook Page & Ads

Recruiting with LinkedIn

LinkedIn Presence Recommendations

- Consider a Careers Page instead of a Group or just a Company Profile

The image shows a screenshot of a LinkedIn profile for a company named XYZco, specifically the 'Careers' page. The page is titled 'Do you have the X-factor?' and features several sections: 'Careers at XYZco', 'Jobs you may be interested in...', 'Employees at XYZco', 'Culture at XYZco', 'Employee Benefits at XYZco', and 'More about XYZco careers'. Callout boxes point to various elements: 'Your messages dynamically adapt to the viewer' points to the 'Contact your recruiters directly' button; 'Job postings targeted to viewer for relevance' points to the 'Jobs you may be interested in...' section; 'Employee spotlights' points to the 'Employees at XYZco' section; 'Up to 3 customizable modules' points to the 'Culture at XYZco' section; 'Links to additional company content' points to the 'More about XYZco careers' section; 'Company culture video' points to a video player; and 'Employee benefits' points to the 'Employee Benefits at XYZco' section.

LinkedIn Presence Recommendations

Key Feature	Silver	Gold
Ability to lock down content editing	✓	✓
Detailed Analytics	✓	✓
Jobs targeted to audience	✓	✓
Target page content to audience	X	✓ (up to 5)
Content refresh	✓	✓
Ads to drive traffic to site	X	✓
Ads appear on your company's pages	X	✓

LinkedIn Presence Recommendations

- Consider a Careers Page instead of a Group or just a Company Profile
- Increase awareness by using PPC Ads by LinkedIn



Chrysler needs engineers
Chrysler is hiring passionate auto engineers now. Learn more & apply today.



Find A Great Job Now
Find Out Who's Hiring- Jobs Paying Over \$100,000



Measuring Marketing ROI
Free eBook: Campaign Effectiveness. Boost Your Close Ratio With Eloqua!



Are You A Director?
Apply to the Cambridge Who's Who network for Successful Women.

Headline: 25 characters

Body Copy: 75 characters

Clean, clear & concise

LinkedIn Ads



Ad Campaigns

Reporting

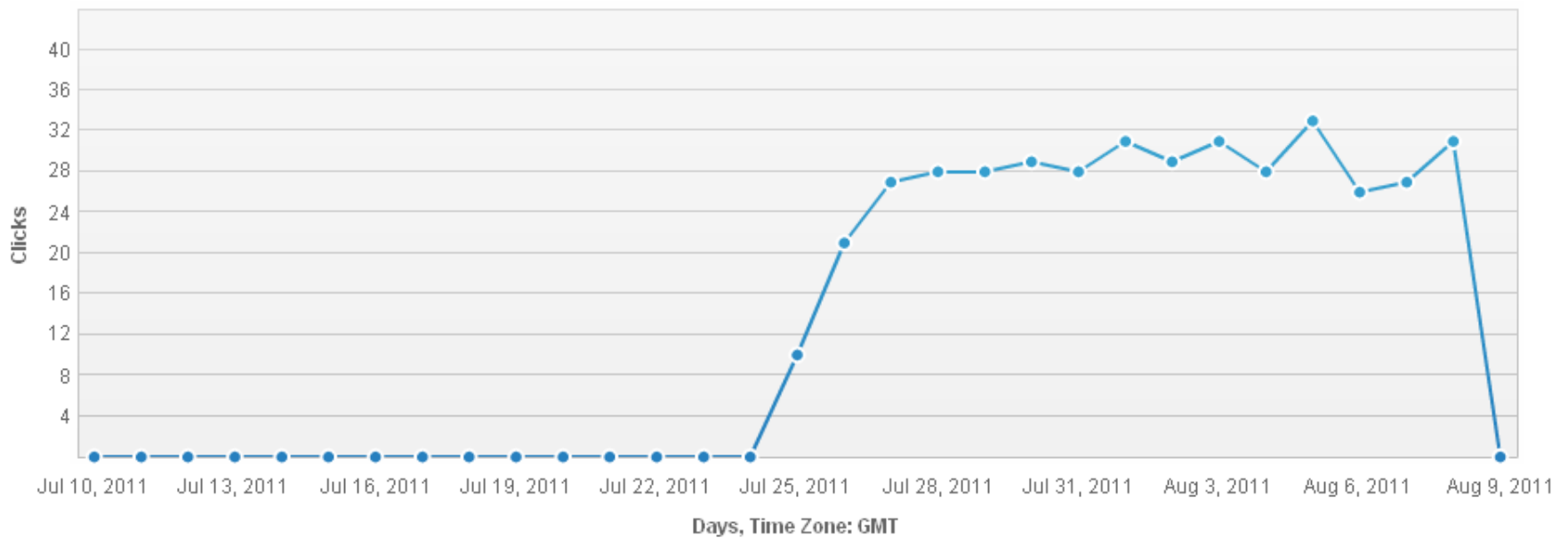
Billing

Settings

[+ New ad campaign](#)

Last 30 Days ▾ Jul 10, 2011 - Aug 9, 2011

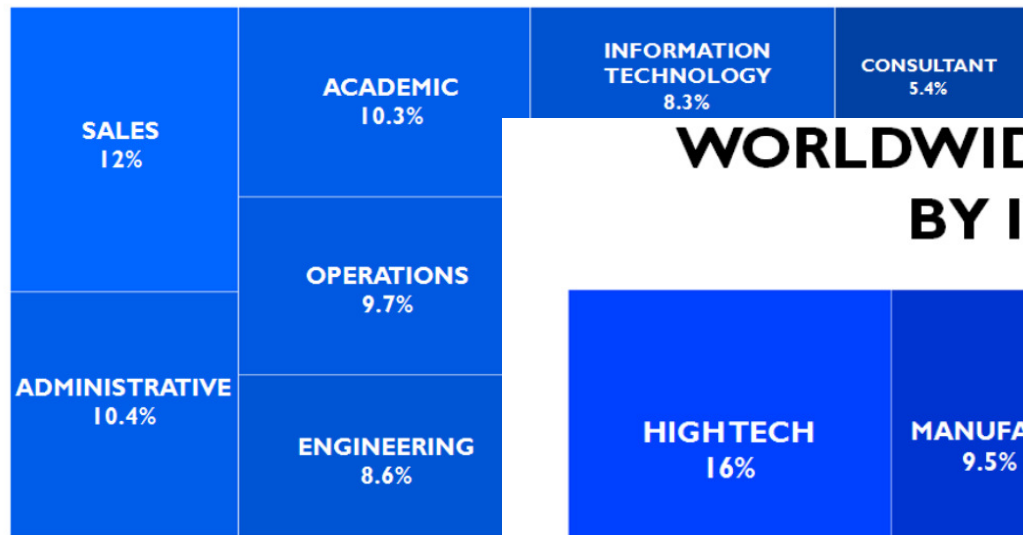
Clicks ▾



- Continuously (you can turn off your campaign at any time)
- Until a specific date

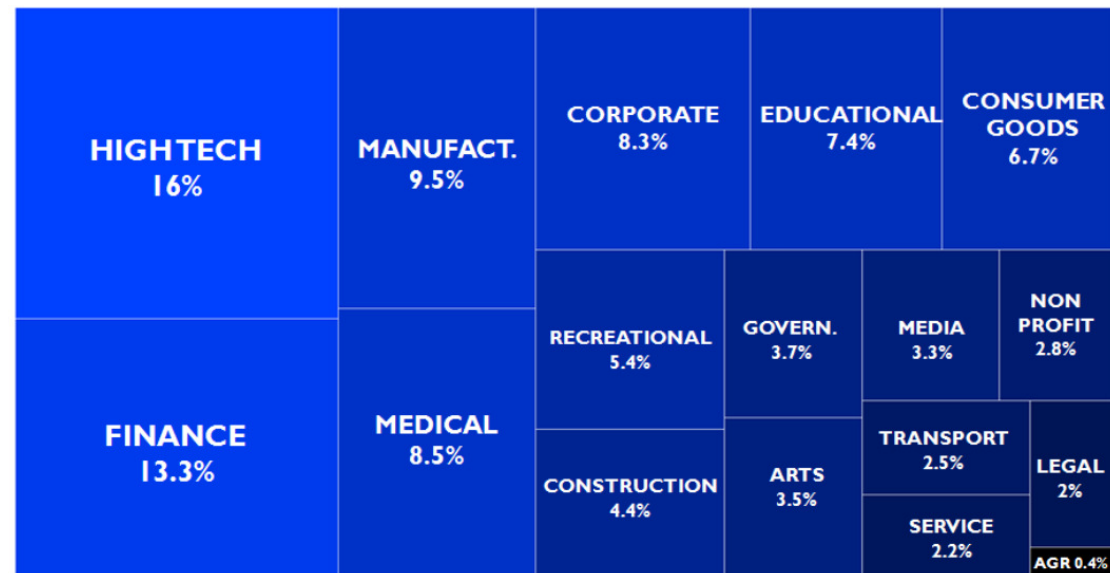
LinkedIn Targeting Options

WORLDWIDE DISTRIBUTION BY JOB FUNCTION



Credits: Amodiovalerio Verde

WORLDWIDE DISTRIBUTION BY INDUSTRY



Credits: Amodiovalerio Verde



LinkedIn Presence Recommendations

- Consider a Careers Page instead of a Group or just a Company Profile
- Increase awareness by using PPC Ads by LinkedIn
- Vigilant management of Career Page & Ads
- Consider LinkedIn licenses for recruiters

Don't Forget

- About:
 - Craigslist
 - Local community sites and blogs
 - Flickr
 - Employee blogs

Out of the Box: Get Social with Ads



Mobile Strategy

5B Mobile Phones & 6.9B People

Rank	Country	# of Mobile Phones	Population	% of Population
-	World	Over 5 billion	6,909,500,000	
1	China	896,200,000	1,341,000,000	67.10
2	India	826,930,916	1,210,193,422	69.19
3	U.S.	302,947,098	310,866,000	96.00
4	Russia	220,550,000	142,905,200	151.90
5	Brazil	215,000,000	190,732,694	110.51
6	Indonesia	168,264,000	237,556,363	73.10
7	Japan	107,490,000	127,370,000	84.10
8	Germany	107,000,000	81,882,342	130.10
9	Pakistan	105,151,871	171,901,000	63.20
10	Nigeria	90,583,306	140,000,000	64.70

Mobile is Social

- People spend over 700 billion minutes per month on Facebook Mobile
- More than 200 million active users accessing Facebook through mobile devices –twice as active as non-mobile users.
- Visits to social sites is now the 4th most popular online activity – ahead of personal email
- Time spent on social networks is growing at 2x the overall internet rate



Mobile Optimized Career Sites

